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ABSTRACT

This report describes how the Northland Pioneer College (Arizona) Library advertises its services and its learning resource center collections. The services that are provided are listed, and it is noted that the library uses bookmarks, flyers, and public service announcements via newspapers, cable outlets, and radio stations to publicize these services. In addition, the library has found it inexpensive and effective to stamp first class mail with colorful, inviting slogans. Reproductions of some of these slogans and a library brochure conclude the report. (MAB)

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EXTENDING THE INVITATION:
USING FIRST CLASS MAIL TO ADVERTISE AND ENCOURAGE THE USE OF
LIBRARY SERVICES

by

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Northland Pioneer College
Holbrook, Arizona
April 1, 1992

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EXTENDING THE INVITATION:
USING FIRST CLASS MAIL TO ADVERTISE AND ENCOURAGE
THE USE OF LIBRARY SERVICES

Everywhere you look, budgets are being cut and services are being curtailed. Unfortunately, libraries have not been spared. If they are to continue to take their rightful place in today's society, it is up to librarians to encourage use and advertise services. This is particularly true in areas where cultural amenities are few and far between, and libraries take on significant cultural roles in the communities that they serve. Northeastern Arizona is such a place. Sparsely populated and economically depressed, many individuals have not had positive cultural experiences within their own environments.

Northland Pioneer College, a decentralized community college serving a widely diverse area including three Indian tribes, is attempting to fill the cultural void through its library or learning resource center program. It maintains ten different libraries or learning resource centers in the following communities: Holbrook, Winslow, Snowflake, Show Low, Whiteriver (White Mountain Apache Center), Kykotsmovi (Hopi Center), Kayenta (Navajo Center), Springerville/Eager, St. Johns, and Heber (a joint effort with Mogollon High School). The following services are provided:

- * Infotrack - a computerized database of periodical articles
- * LaserCat - a computerized database of book and audio-visual materials

- * Eagle Network - a microwave based interactive video and audio system for the teaching of courses and workshops
- * Paperback books - a collection of leisure reading which is rotated from campus to campus on regular intervals
- * Desk copy library - a library of desk copies which are loaned to instructors teaching courses
- * Curriculum design - individual and group help for faculty wanting to design and market existing and new courses, including desktop publishing
- * Reference services - Extensive short answer and complete extensive reference services based on the patron's right to know
- * Media production services - complete audio and video tape duplication services coupled with on sight video and audio capabilities
- * Telefacsimile transmission - all sites are equipped with fax machines enabling instantaneous transmission of reference answers, bibliographies, and copies of periodical articles
- * Microfiche/microfilm reader printers - four sites are equipped with reader/printers for the instantaneous hardcopy printout of the extensive microformatted periodical collection of 240 titles
- * Film and video tape rentals - rentals are made for existing classes only, but catalogs are made to all patrons enabling community members to schedule their own rentals for community events
- * Genealogical referral service - using existing databases and inter-library loan support, patrons may secure valuable genealogical reference services
- * Instruction in research skills - made available through the college's Department of Library/Media Technology, individuals may take courses in how to write a research paper and how to use library resources
- * Micro computers and printers - all units are equipped with computers that are made available for use by library or learning resource center patrons

- * 75,000 item book and media collection - a comprehensive collection which is decentralized in 10 different libraries or learning resource centers
- * Government document depository - the college is a selective government document depository, with district wide access to all users
- * Audio and video tape duplication - duplication is available for non-copyrighted audio and video tapes
- * Newsbank - a computerized newspaper service with actual articles on microfiche
- * Audio & video teleconferencing - groups may schedule audio and video teleconferences within the entire college service area
- * CD-ROM access to five million books - a complete subject, title and author computerized bibliographic service is maintained for five million records
- * Comprehensive inventory of AV equipment - a comprehensive inventory of AV equipment is maintained for classroom and community use
- * 240 magazine and newspaper subscriptions - housed in hardcopy and microformats, these materials are made available district wide with the use of telefacsimile technologies
- * 5,000 media programs - these include sound filmstrips, records, audio and video tapes, slides, 8 mm film loops, and 16 mm films
- * bi-weekly delivery service - bi-weekly delivery service to the communities of Kykotsmovi, Kayenta, Whiteriver, Springerville/Eager, St. Johns, and Heber
- * Twice daily delivery service - twice daily delivery service to the communities of Holbrook, Show Low, Snowflake, and Winslow
- * UPS overnight delivery service - used for rush items that cannot wait for regular delivery services
- * Instantaneous fax delivery service - used primarily for reference and periodical requests giving all patrons same-day service whenever possible

The Northland Pioneer College learning resource center collection as well as its services, which are available to anyone without charge in the service area, regardless of whether or not they are taking classes is easily the most comprehensive collection of library materials available. Coupled with patron oriented service hours, our learning resource centers are widely used.

Even with this vast array of services and compatible hours, it is still necessary to encourage patrons and potential patrons to use them. In rurally isolated areas, it has been our experience that you cannot take anything for granted. Patrons who have not had a successful library experience are not likely to use services. For this reason, we are constantly on the lookout for new ways to entice individuals and groups to use our services. We have designed the customary bookmarks and flyers and distribute a regular weekly public service announcement to area newspapers, cable outlets, and radio stations. Our efforts have been successful. Still, a vast unserved audience exists. As an experiment, we began decorating first class mail with inviting slogans. Sample slogans are reproduced on the page that follows the narrative of this report. In this way, we can encourage library in a subtle way. Each person who handles the piece of mail can be encouraged to use library services. The expense involved in this has been minimal. We have spent limited funds on a few rubber

stamps. Using different color stamp pads allows us to vary the appearance of the rubber stamps on the envelopes.

In today's complex times, libraries must use any method possible to encourage use. No stone must be left unturned. This is one method that is simple and inexpensive. Most importantly, it works!

Read
AND SUCCEED



**READING
IS FOR
EVERYONE**

Rubber stamps being used
as first class mail decorations
encouraging library use at
Northland Pioneer College.

**Read
Arizona**

**The Best Gift
You'll Ever Give
Your Child —
A Library Card!**





L. R. C.
NORTHLAND PIONEER COLLEGE

P.O. Box 610 • Holbrook, Arizona 86025

LIBRARY

**Read
Arizona**

ADDRESS CORRECTION REQUESTED

Allen P. Rothlisberg

P. O. Box 823

Holbrook, AZ 86025

READ ARIZONA being used as a first class mail decoration encouraging library use.

When you ...

Positively ...

Absolutely ...

Have to know ...

Ask at your nearest

**Northland Pioneer College
Learning Resource Center**

Holbrook	524-6111
Winslow	289-4633
Snowflake/Taylor	536-7871
Show Low	537-2976
Hopi	734-2451
Kayenta	697-8690
Whiteriver	338-4662
Springerville/Eagar	333-4316
St. Johns	337-4768

Hours:

When classes are in session:

Monday - Thursday

8:00 a.m. - 10:00 p.m.

Friday

8:00 a.m. - 4:00 p.m.

At other times:

Monday - Thursday

8:00 a.m. - 5:00 p.m.

Friday

8:00 a.m. - 4:00 p.m.

**For more information,
please feel free to ask.**

